

**STANDARD ADS**

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
1, 5, 19, 47	Full Page*	7.5"w x 10.5"h	7.75"w x 10.75"h
6, 46	Back Cover*	7.5"w x 10.5"h	7.75"w x 10.75"h
3, 20, 48	2-Pg Spread*	15"w x 10.5"h	15.25"w x 10.75"h
7, 17, 49	1/2 Pg. Vert.	3.375"w x 10"h	N/A
4, 8, 18, 45	1/2 Pg Horz.	7"w x 4.875"h	N/A
9, 16	1/4 Pg.	3.375"w x 4.875"h	N/A
44	Front Cover (Main)**	7.5"w x 10.5"h	7.75"w x 10.75"h
41-43	Front Cover Tiles**	1.8"w x 2.2"h	N/A

**ALL FULL PAGE ADS AND 2-PG SPREAD ADS BLEED**

\*Add 1/8" to all side for bleed area. Keep all text 1/4" in from trim (finished) size.

\*\*For our covers, only separate art elements can to be provided (high-res). We can not accept press-ready files.

**SPECIALTY GUIDES (All Categories)**

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
11	Specialty Guide - Qtr.	3.4"w x 4.3"h	N/A
12	Specialty Guide - Half (V)	3.4"w x 8.8"h	N/A
13	Specialty Guide - Half (H)	7.0"w x 4.3"h	N/A
14	Specialty Guide - Full page	7.0"w x 8.8"h	N/A

**10" X 11" Tab Size (SAVE Again, SOE, HOME...)**

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
50	Half Page Vert.	4.625"w x 10.5"h	N/A
51	2PG Spread	20"w x 11"h	20.25w x 11.25h
52, 57	Qtr. Page	4.625"w x 5.125"h	N/A
53, 58	Full Page	10"w x 11"h	10.25"w x 11.25"h
54, 59	Half Page Horz.	9.5"w x 5.125"h	N/A
55	Cover	8"w x 11"h	8.25"w x 11.25"h
56	Back Cover	10"w x 11"h	10.25"w x 11.25"h

**9" X 10.5" Small Tab Size (Twin Cities only)**

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
50	Half Page Vert.	4.125"w x 10"h	N/A
51	2PG Spread	18"w x 10.5"h	18.25"w x 10.75"h
52, 57	Qtr. Page	4.125"w x 4.875"h	N/A
53, 58	Full Page	9"w x 10.5"h	9.25"w x 10.75"h
54, 59	Half Page Horz.	8.5"w x 4.875"h	N/A
55	Cover	9"w x 10.5"h	9.25"w x 10.75"h
56	Back Cover	9"w x 10.5"h	9.25"w x 10.75"h

**SAVE CARDS**

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
70	Insert Post Card	5.5"w x 3.5"h	5.75"w x 3.75"h
73	DAL Cards	9"w x 5"h	9.25"w x 5.25"h

**SAVE ON CARS & TRUCKS ADS (SOCT)**

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
93	SCT Full Page	10.5"w x 20.25"h	10.75"w x 20.5"h
94	SCT Half Page	10"w x 9.625"h	N/A
95	SCT Cover	10.5"w x 17.75"h	10.75"w x 18"h
96	SCT Back Cover	10.5"w x 20.25"h	10.75"w x 20.5"h
97	SCT Qtr. Page	4.875"w x 9.625"h	N/A

Updated: 7/7/10

**RED PLUM PRODUCTS**

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
60	RP Wrap Cover	8.25"w x 8.938"h	N/A
61	RP Wrap Back Cover	9"w x 8.25"h	N/A
62	RP Wrap Inside Front	8.375w x 10.75"h	N/A
63	RP Wrap Inside Back	9"w x 10.75"h	N/A
64	RP Wrap Billboard	2.625"w x 1.625"h	N/A
65	9"x5" Insert Card (4C, 2S)	9"w x 5"h	9.25"w x 5.25"h
67	Full Page Insert (1-sided)	8"w x 11"h	N/A
68	2/3 PG Insert (1-sided)	8"w x 7"h	N/A
69	1/3 PG Insert (1-sided)	8"w x 3"h	N/A
77	Full Page Insert (2-sided)	8"w x 11"h	N/A
78	2/3 PG Insert (2-sided)	8"w x 7"h	N/A
79	1/3 PG Insert (2-sided)	8"w x 3"h	N/A

*Standard Ads*

Ad Code	Description	Size
1	Full page	1.00
3	2-Pg Spread	2.00
4	Half Pg Dining Guide	0.50
5	Full Pg Dining Guide	1.00
6	Back Cover	1.00
7	Half Pg Vertical	0.50
8	Half Pg Horizontal	0.50
9	Quarter Page (Reg.)	0.25
16	Dining Guide	0.25
17	Half Pg (V) Advertorial	0.50
18	Half Pg (H) Advertorial	0.50
19	Full Page Advertorial	1.00
20	2-Pg Advertorial	2.00
45	Half Pg Cover Partner Ad (H)	0.50
46	Back Cover Partner Ad	1.00
47	Full Pg Cov. Partner Ad	1.00
48	2-Pg Cov. Partner Ad	2.00
49	Half Pg Cover Partner Ad (V)	0.50

*Specialty Guides*

Ad Code	Description	Size
11	SG Qtr. Pg	0.25
12	SG Half Pg V	0.50
13	SG Half Pg H	0.50
14	SG Full Page	1.00

*Cover Panel/Tiles*

Ad Code	Description	Size
41-43	Front Cover Tiles	0.10
44	Front Cover (Main)	0.70

*Envelopes*

Ad Code	Description	Size
31	Front Peel	N/A
32	Back Cover w/ Peel	N/A
33	Back Cover w/ Front & Back Peel	N/A

Updated: 7/7/10

*TAB (10" x 11") & Small TAB (9" x 10.5")*

Ad Code	Description	Size
50	SA Half Page Vert.	0.50
51	SA 2PG Spread	2.00
52	SA Qtr. Page	0.25
53	SA Full Page	1.00
54	SA Half Page Horz.	0.50
55	SA Cover	1.00
56	SA Back Cover	1.00
57	SA Qtr. Page Dining	0.25
58	SA Full Page Dining	1.00
59	SA Half. Page Dining (H)	5.00

*Red Plum Products*

Ad Code	Description	Size
60	RP Wrap Cover	N/A
61	RP Wrap Back Cover	N/A
62	RP Wrap Inside Front	N/A
63	RP Wrap Inside Back	N/A
64	RP Wrap Billboard	N/A
67	Full Page Insert (1S)	N/A
68	2/3 PG Insert (1S)	N/A
69	1/3 PG Insert (1S)	N/A
77	Full Page Insert (2S)	N/A
78	2/3 PG Insert (2S)	N/A
79	1/3 PG Insert (2S)	N/A

*SAVE Cards*

Ad Code	Description	Size
70	Insert Post Card	N/A
73	DAL Cards	N/A

*SAVE on Cars & Trucks Ads*

Ad Code	Description	Size
93	SCT Full Page	1.00
94	SCT Half Page	0.50
95	SCT Cover	1.00
96	SCT Back Cover	1.00
97	SCT Qtr. Page	0.25